



## Sushi Sushi Launches its New 'Finished Goods' Business Model



Sushi Sushi is Australia's original and largest sushi franchise business, with over 150 locations across Australia and New Zealand. Inspired by a vision to bring sushi out of expensive restaurants and make it accessible to everyone, the first Sushi Sushi store opened in Box Hill in 1998.

Since then, the brand has continued to achieve consistent growth as Australia's appetite for fresh, healthy, convenient food continues to grow. Sushi Sushi has both franchised and company-owned stores, and recently established a wholesale division, with their fresh products now available through selected major supermarkets and petrol & convenience brands.

Sushi Sushi merges traditional and contemporary flavours to create a unique menu with well-known favourites, as well as exciting new products that cannot be found elsewhere. In order to efficiently supply a growing assortment of products and support their new business model, Sushi Sushi embraced Pepperi as an integral part of their business.



Pepperi provided us with a flexible system that supports our diverse customer demands with a user friendly customer experience.

Debbie Thomson  
Chief Supply Chain Officer



### Challenges

- 1 To have a single sales platform serving diverse store types and business models
- 2 A system flexible enough to continually support ever-changing market demands
- 3 A solution that will integrate seamlessly with Sushi Sushi's ERP
- 4 Ability to facilitate different order cut-off times for different customer groups across multiple time zones
- 5 Having a single source of data that is consistent across the ERP and the sales platform, making changes simple and consistent across systems
- 6 A solution that is able to manage various units of measure for the same items according to different customer groups
- 7 Ability to place orders in locations with intermittent internet connectivity

## Solutions



App-based B2B sales platform on mobile phones and tablets



Support for multiple Units of Measure for same items



Seamless integration with NetSuite ERP



Support for different cut off times across multiple time zones

## B2B Sales Portal

Sushi Sushi has a diverse network of stores and customers, including franchise stores, company-owned stores, stores within Supermarkets, and wholesale customers.

In 2020, Sushi Sushi, who heavily relied on their in-house warehousing and supply of ingredients to stores, implemented a new ERP system (NetSuite). This provided the opportunity to integrate a new sales portal which would provide visibility into store ordering.

It was vital that systems and process maintenance be streamlined so that changes in one system were automatically reflected in the other. With product, pricing, unit of measure and other related changes taking place, Pepperi was able to pull changes as they take place into the sales portal via scheduled uploads.

At the transactional level, store orders were integrated in real time - meaning that the Sushi Sushi sales team, management and other departments were able to view demand at any time.

Sushi Sushi's original business model that provided raw ingredients to their network of stores evolved in 2021 to include; ready-made centrally manufactured sushi convenience meals to major supermarkets and petrol & convenience brands. This extension to Sushi Sushi's business model made them the largest and most accessible sushi brand in the Australian market.

## B2B Ingredient Ordering for Sushi Sushi Stores

The addition of the centrally manufactured sushi products allowed Sushi Sushi to expand their footprint into smaller retail spaces that they wouldn't have considered before. This has increased their growth channels.

Image	Item Long Description	Unit Price	QTY	Total Line Price
	SS Frozen Marinated Chicken	AUD \$0.00	2	AUD \$0.00
	Frozen Teriyaki Chicken	AUD \$0.00	2	AUD \$0.00
	Meidon Cooked Prawn Cutlets	AUD \$0.00	1	AUD \$0.00
	Sushi Ebi 3L Vannamei	AUD \$0.00	5	AUD \$0.00
	Dinner Roll (no seed)	AUD \$0.00	1	AUD \$0.00
	Pre-fried Vegetable Kakiage	AUD \$0.00	2	AUD \$0.00
	SS Crumbed Panko Prawn	AUD \$0.00	1	AUD \$0.00
	Edamame Podded 400g	AUD \$0.00	3	AUD \$0.00

Cut-off Time 13:30  
Shipping Date None  
Prices are displayed GST exclusive

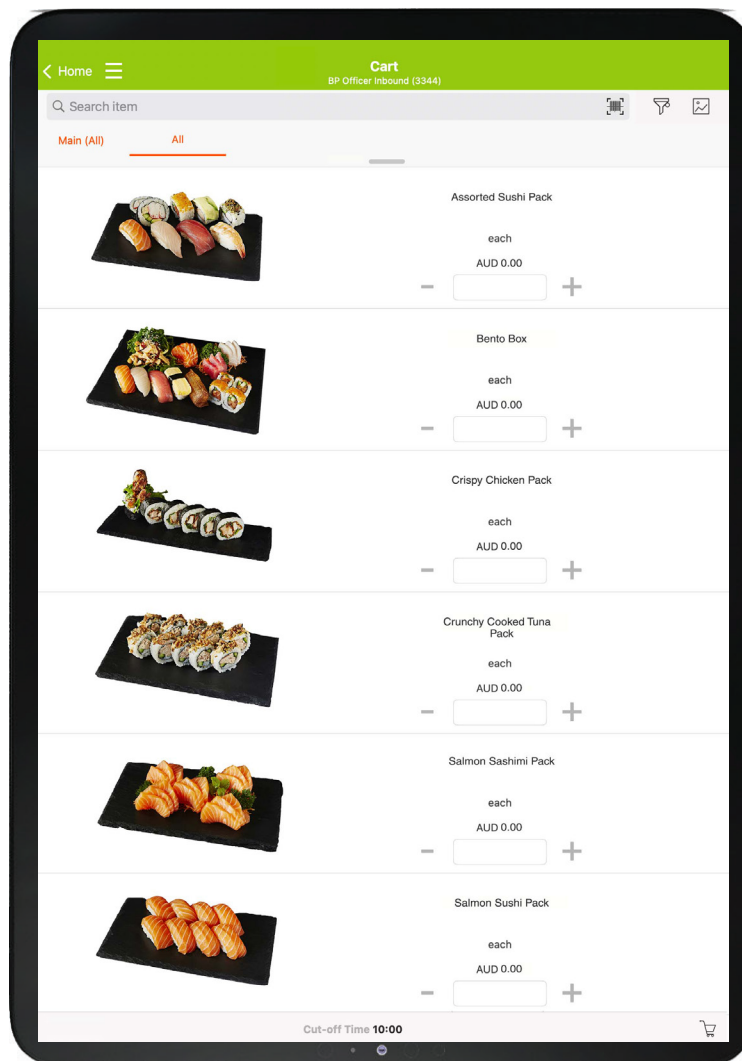
Order Total \$0.00

## B2B Finished Goods Ordering Portal

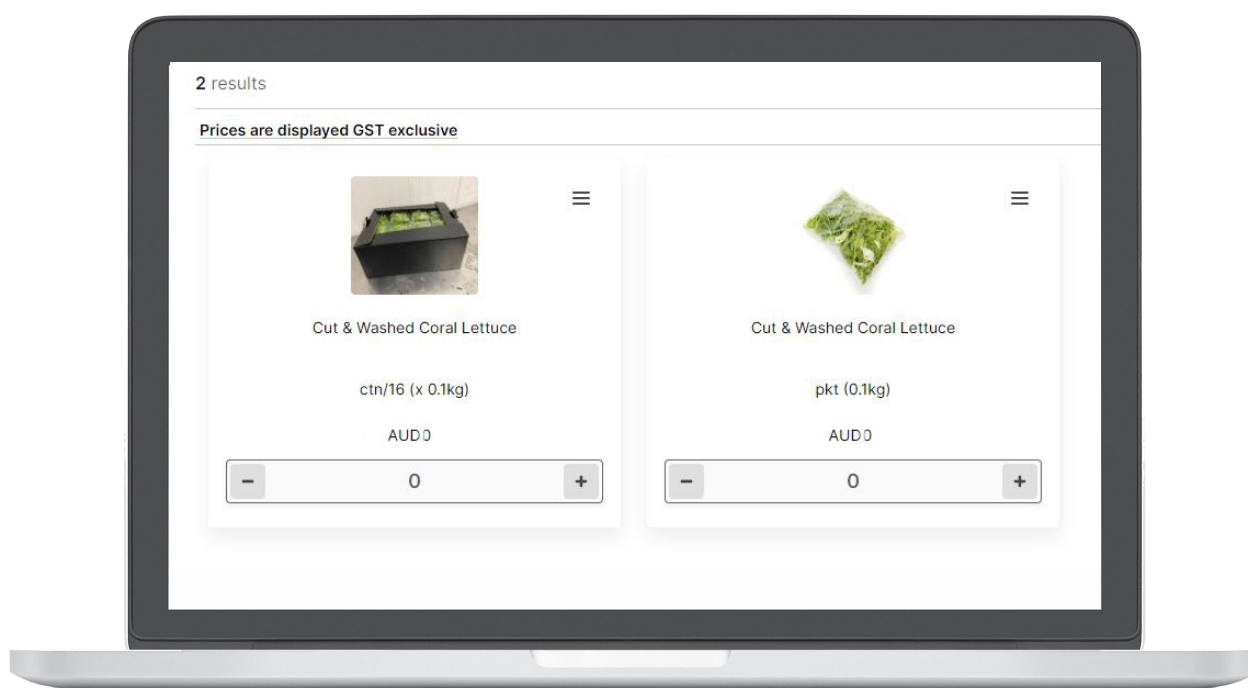
Rolling out a new store type that relied on the finished goods had different needs in terms of units of measure, product range, lead times, pricing and ordering procedures. Sushi Sushi needed a way to cater to these new store types in the same order portal. Pepperi was able to provide both solutions on a single platform. →

### Unit of Measure

It was important Sushi Sushi have the same products available in different units of measure, and to be able to apply them to different customer groups. Before Pepperi, different units of measure for the same item required different SKU item codes to allow identification between the pack, kilogram or carton. This limitation put a lot of burden on inventory reconciliation to determine correct stock levels and reordering, requiring manually calculated conversions – especially with high-volume orders.



### Multiple UOM's for Same Product Items

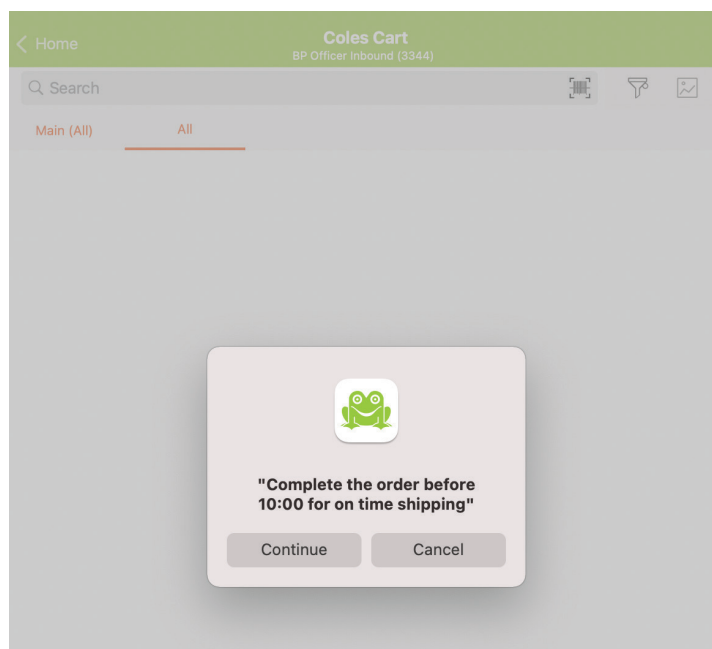






## Cut-off times

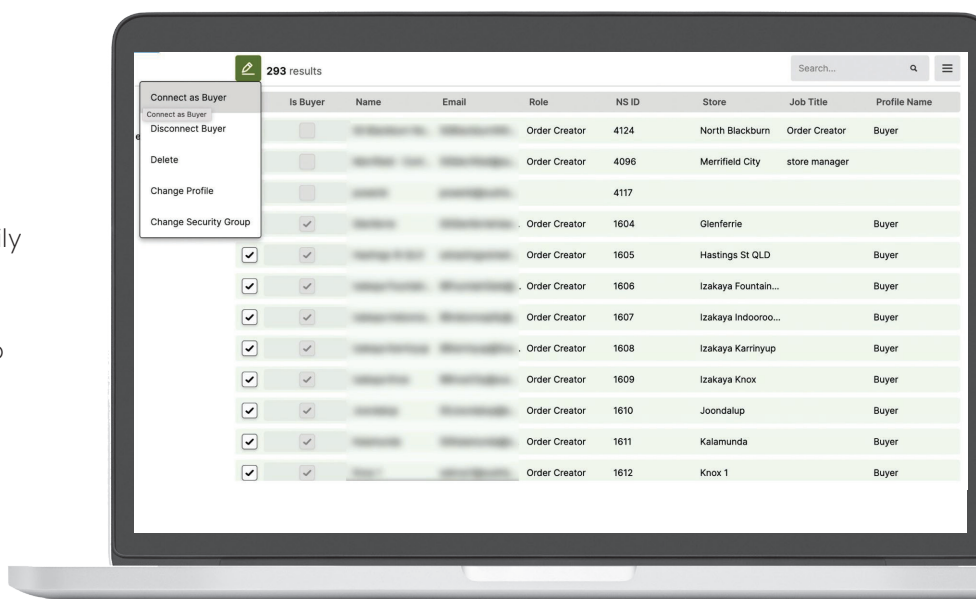
Australia has multiple time zones and the previous system did not have flexibility to cater for different order cut-off times for each time zone. This had presented a huge challenge to Sushi Sushi as the legacy system accommodated a single cut off time nationally. Pepperi was able to cater for different cut-off times for multiple states which helped Sushi Sushi to improve the efficiency of their operations and better serve their customers.



## Ad-hoc requirements and changes

The addition of new stores was a seamless process without any specific action required from the Pepperi sales portal. Stores and their buyers were easily added or maintained automatically by simply creating the new records in the ERP. These records flow automatically to the sales portal.

It was also possible to control access to the portal through provision of login credentials that were managed from Pepperi's admin webpages.



## Offline

Sushi Sushi needed to identify orders placed by store but that were not received by NetSuite due to technical IT issues such as internet connectivity. The admin section of the order portal could be used to identify such transactions by comparing them to NetSuite. This meant that store area managers could contact the stores and quickly resolve any issues.

Every Pepperi order portal transaction has a unique transaction number that flowed through to all necessary records and documents during the fulfilment process, including delivery notes and invoices.

## Regular monthly changes

Price changes of fresh ingredients that fluctuate depending on market conditions meant that prices could change for the same product in different states. It was essential that pricing could easily flow according to the structure in the ERP into the sales portal.

## Regional product availability

Some types of ingredients are only available in certain regions. With Pepperi, Sushi Sushi were able to make products available to certain customers based on location, while not being available to others.



Real-time transaction integration from Pepperi into our ERP allows us to be agile in our business decision making.

Chris Dodson  
Project Lead - Sushi Sushi



Currently Sushi Sushi uses the B2B portal for order processing for its store in store concept. Orders are integrated via Pepperi into NetSuite and then fulfilled using hand-held devices. The ability to integrate different groups of customers provides valuable potential for additional expansion to Sushi Sushi's store network and customer base.

